Saint Mary's School

Where young women grow into leaders, since 1842.

Sponsor Opportunities









Event Name: Auction Gala 2027

Event Date: March 5, 2027

Event Location: Angus Barn Pavilion | Raleigh, NC

More Info: auction@sms.edu | 919-424-4005 | www.sms.edu/auction

2027 Auction Gala

Why be a Sponsor?

Every two years, alumnae, parents, community partners, and friends come together to raise funds in support of the people and programs that make the Saint Mary's School community extraordinary—our students, faculty, and campus.

Sponsorship support ensures that our girls have access to transformative educational experiences, innovative academic programs, vibrant arts and athletics, and a campus environment where they can learn, lead, and thrive.

Events like the Auction Gala bring together benefactors who share a belief in the power of a Saint Mary's education. By supporting or sponsoring the event, donors help provide meaningful opportunities for today's students while strengthening the school for future generations.





Audience Reach

- Expected Attendance: 350+ participants
- Expected Reach: 10,000+ alumnae, parents, grandparents, friends, corporations, and businesses across North Carolina and the U.S.
- Marketing Channels: Social media, local newspapers, community email newsletters, community posters, and more!



Sponsorship Packages

Presenting Sponsor – $100,000+

Only one sponsorship is offered at this level. | FMV benefit is $5,000.

- Premier billing with logo/name featured on all print and digital promotional materials and event signage.
- Premier billing with logo/name featured as presenting sponsor on the Auction website.
- Premier billing with logo/name featured as presenting sponsor in the Auction "Mission Moment" video.
- Full-page ad in the Auction program featured on the inside front cover.
- Speaking opportunity at the event.
- Company promotional materials shared on an Auction table in a prime location.
- Premier billing with logo/name featured as presenting sponsor on all social media, invitations, and reminder emails.
- Early VIP access to the online auction.
- Exclusive access to any "buy now" Auction item or experience.
- Complimentary table for 10 at a premier location inside the Auction venue.

Secure your sponsorship at
www.sms.edu/auctionpresenting today!



Benefactor Sponsor – $50,000-$99,999

Unlimited sponsorships offered at this level. | FMV benefit is $5,000.

- Secondary billing with logo/name featured on all print and digital promotional materials and event signage.
- Secondary billing with logo/name featured as premium sponsor on the Auction website.
- Secondary billing with logo/name featured as premium sponsor in the Auction "Mission Moment" video (at the end of the video).
- Full-page ad in the Auction program featured on the inside back cover.
- Company promotional materials shared on an Auction table in a prime location.
- Secondary billing with logo/name featured as premium sponsor on all social media, invitations, and reminder emails.
- Early VIP access to the online auction.
- Exclusive access to any "buy now" Auction item or experience.
- Complimentary tickets for six at a table in a premium location inside the Auction venue.

Secure your sponsorship at
www.sms.edu/auctionpremier today!



Legacy Sponsor – $25,000-$49,999

Unlimited sponsorships offered at this level. | FMV benefit is $5,000.

- Billing as a Legacy Sponsor with logo/name included on all print and digital promotional materials and event signage.
- Billing as a Legacy Sponsor with logo/name listed on the Auction website.
- Billing as a Legacy Sponsor with logo/name listed in the Auction "Mission Moment" video (at the end of the video).
- Half-page ad in the Auction program.
- Company promotional materials shared on an Auction table in a prime location.
- Billing as a Legacy Sponsor with logo/name on all social media, invitations, and reminder emails.
- Early VIP access to the online auction.
- Complimentary tickets for four at a table in a premium location inside the Auction venue.

Secure your sponsorship at
www.sms.edu/auctionlegacy today!



Premier Sponsor – $10,000-$24,999

Unlimited sponsorships are offered at this level. FMV benefit is $3,500.

- Billing as a Benefactor Sponsor with logo/name included on all print and digital promotional materials and event signage.
- Billing as a Benefactor Sponsor with logo/name listed on the Auction website.
- Quarter-page ad in the Auction program.
- Billing as a Benefactor Sponsor with logo/name on print and digital invitations and all reminder emails.
- Early VIP access to the online auction.
- Complimentary tickets for four at a table in a primary location inside the Auction venue.

Secure your sponsorship at
www.sms.edu/auctionbenefactor today!



Patron Sponsor – $5,000 - $9,999

Unlimited sponsorships offered at this level. FMV benefit is $2,500.

- Billing as a Patron Sponsor with logo/name listed on most print and digital promotional materials.
- Billing as a Patron Sponsor with logo/name listed on the Auction website.
- Quarter-page ad in the Auction program.
- Billing as a Patron Sponsor with logo/name on print and digital invitations and all reminder emails.
- Early VIP access to the online auction.
- Complimentary tickets for two at a Patron table inside the Auction venue.

Secure your sponsorship at www.sms.edu/auctionpatron today!



Saint Sponsor – $1,000-$4,999

Unlimited sponsorships are offered at this level. | FMV benefit is $250.

- Name listed as a Saint Sponsor on digital promotional materials.
- Name listed as a Saint Sponsor on the Auction website.
- Name listed as a Saint Sponsor in the Auction program.

Secure your sponsorship at www.sms.edu/auctionsaint today!

Want to support the auction but not at a sponsor level?

Make a gift to "Fund-the-Saints"

- Make an unrestricted gift to the "Fund-the-Saints" opportunity and be listed as an auction supporter.
- You'll make an immediate impact on our students, community, and campus by providing unrestricted funds to help where our needs are the greatest.

Fund-the-Saints online at www.sms.edu/fundthesaints.



Saint Mary's School

Sponsorship Packages

Compare Levels

Sponsor Level	Premier Billing as Presenting Sponsor	Logo/Name featured all on print & digital promo materials	Name listed on print and/or digital promo materials	Logo on Auction website	Name on Auction website	Logo in Mission Moment Video	Speaking Opportunity during Auction event	Full-page ad in Auction program	Half-page ad in Auction program	Quarter-page ad in Auction program	Logo in Auction printed program	Name listed in Auction printed program	Promo Materials on Table at Auction	Logo/name in social media, invitations, emails	Early VIP Access to online auction	Exclusive access to Buy-Now item or experience	#Complimentary Tickets	
Presenting Sponsor*	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X	10
Benefactor Sponsor		X	X	X	X	X		X			X	X	X	X	X	X	X	6
Legacy Sponsor		X	X	X	X	X			X		X	X	X	X	X			4
Premier Sponsor		X	X	X	X					X	X	X		X	X			4
Patron Sponsor		X	X	X	X					X	X	X			X			2
Saint Sponsor			X		X							X						

*The Auction Gala Presenting Sponsor receives additional benefits including being listed as THE presenting sponsor, with premier/primary billing in all digital, social, and print media channels. The logo/name of the Presenting Sponsor is included in all lists, on all materials, event signage, and includes a VIP arrival package.

Secure your sponsorship level at www.sms.edu/auction



Saint Mary's SCHOOL

Contact & Next Steps

2027 Auction Gala Co-Chairs



Meg Venters P'28



Gabie Craig Frantz '10



Jillian Good P'27



Blair Hogan P'29

Saint Mary's School would love to partner with you for the 2027 Auction Gala. Please reach out to discuss sponsoring this year's auction in more detail or to customize a package to fit your interest.



Shannon Williams P'16
Director of Foundations, Grants, and Corporate Gifts
Email: swilliams@sms.edu or auction@sms.edu
Phone: 919-424-4104

www.sms.edu/auction